

# Between the lines

SEPTEMBER / OCTOBER 2005



A PUBLICATION OF THE SUNNYVALE PUBLIC LIBRARY

## Changing to Provide You Better Service

By Deborah Barrow

Director of Libraries

Often public library patrons have specific, preferred services that are cherished and used repeatedly. In talking with participants recently at the Sunnyvale Library of the Future visioning meeting on July 20, several expressed the sentiment that the library was part of the fabric of their daily lives. In mentioning libraries to people in general, we find that many have a nostalgic view of libraries that relates to their own childhood experiences and what they hope to preserve for generations to come. For a number of people in our society, the free public library is a uniquely American service, right up there with Mom and apple pie. So why would we want to change anything?

Whether you agree with the perspective of the Greek philosopher, Heraclitus, who expressed that, "Change alone is unchanging" or if you prefer the 19th century adage, "the more things change, the more they remain the same," both provide an answer to the question above. In order for the library to stay relevant to users and offer some of the same services that have been offered for many years, we must change how we do things. For example, in order

to provide the latest magazines and journals, the library has to change to accommodate how the publishing industry makes them available nowadays. The same is true to a less extent for books.

Change is often questionable to some and not easy to accept, even though eventually the benefits may become more apparent. If you have been around libraries for a long time, you may remember the excitement and/or angst over moving from the card catalog to the online catalog. Most people recognize now that the card catalog would not be an adequate search tool in today's information environment. Well, here we go again with another very necessary change... the once fabulous card catalog that many of us dearly loved is long gone and its replacement, the INLEX Integrated Library System that in 1987 many of us deemed to be the latest and greatest, is now on its way out, too.

The INLEX system, Sunnyvale Public Library's first generation computerized catalog, is being replaced with the Innovative Interfaces, Inc. (IIL) or Innovative) integrated library system. This change is required in order to have a system that offers more

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## Meet Your Representative!

Jim Griffith

Chair, Board of Library Trustees

### What are you reading now?

I've been revisiting the classics, because I breezed through them in school without spending the time to enjoy them. Just today, I finished *The Crucible* by Arthur Miller, and I've started reading Melville's *Moby Dick*.

### What are some of your experiences with libraries?

My mother started taking me to libraries when I was in kindergarten,

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## 100 Years of Einstein's E=mc<sup>2</sup> to be Celebrated in Sunnyvale

By Susan Denniston

The Sunnyvale Library was recently selected by Boston's WGBH NOVA Science Unit and the American Library Association to be the only California library and one of just twenty nationwide to receive an Einstein's Big Idea grant, a program that celebrates the 100th anniversary of Albert Einstein's  $E=mc^2$  relativity theory. The grant will enable libraries to engage experts on Einstein's relativity theory and other science-related subjects to present programs accessible to audiences of all ages in Fall 2005. These programs will complement a Public Broadcasting System (PBS) program, scheduled to air on October 11, 2005 and entitled *Einstein's Big Idea*. *Einstein's Big Idea* is based on David Bodanis' book *E=mc<sup>2</sup>: A Biography of the World's Most Famous Equation*. A Web site with more information about  $E=mc^2$  can be found at [www.pbs.org/wgbh/nova/einstein/](http://www.pbs.org/wgbh/nova/einstein/)

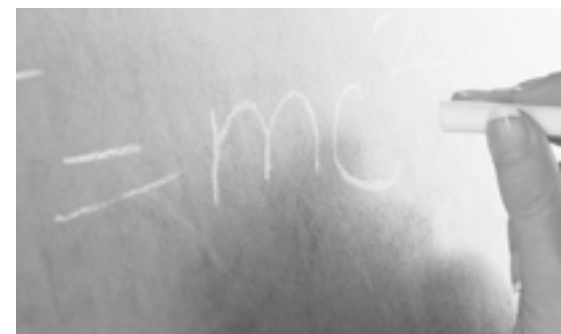


With the help of the WGBH grant, the Library is pleased to invite you to be a part of this special Einstein's Big Idea Program Series, featuring the following events:

**Einstein for Everyone:  
How Astronomers Are Proving  
Einstein's Most Bizarre Ideas about  
Space and Time with Astronomer  
Andrew Fraknoi of Foothill College  
Wednesday, September 28, 6:30 p.m.**

Andrew Fraknoi, Chair of Foothill College's Astronomy Department, will explain science concepts in everyday language for non-scientists. Einstein's theories of relativity make wonderfully mind-boggling predictions about star corpses, trick images in space, and space and time itself. When Einstein first published his ideas, few people thought that within a century we would find evidence for them with our telescopes; yet that is precisely what

has happened in the last two decades. We will take a non-technical look at some of Einstein's big ideas and show how astronomers are confirming them with space instruments and giant telescopes on Earth. We will



particularly look at black holes, strange warps in space and time that turn out to be much more common in space than even Einstein dared to think. **Tickets will be required for this program.** Free tickets will be available beginning September 14 from the Adult Information Desk. Tickets must be picked up in person, and there will be a maximum of 4 tickets given per person.

***Einstein's Big Idea* airs on  
PBS television**

**Tuesday, October 11, 8 p.m.**

Genius by genius, idea by idea, the PBS special *Einstein's Big Idea* shows how Einstein's remarkable predecessors provided the intellectual tools for his extraordinary breakthrough-and will help you understand this famous equation as never before. Be sure to check local TV listings as times can vary.

**Gravity Probe B: Testing  
Einstein's Universe  
Saturday, October 15, 2 p.m.**

NASA's Shannon Range will give an interactive presentation on this sophisticated experiment designed to test Einstein's general theory of relativity. The world's most precise gyroscopes are measuring whether time and space are warped by the Earth's presence, and if the Earth's rotation drags spacetime around with

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For complete information on the Sunnyvale Public Library, please call (408) 730-7300 or visit

[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)

# Stories in the Neighborhood

By Beth Nord

This summer children enjoyed hearing bilingual Spanish-English stories at the Riviera apartment complex, located at the corner of Morse and Ahwanee, across from the Columbia Neighborhood Center.

The storytimes, organized by Children’s librarian Beth Nord, often included music and puppets as well. Participants could borrow books and win prizes for reading as part of the Library’s Summer Reading Program, “Dragons, Dreams and Daring Deeds.”

“Children of all ages attended this program,” said Nord, “from babies in strollers up to a few students in junior high.”

Miguel Torres, manager of the apartment complex said, “It’s a big help, both to the children and the parents.”

Four high-school volunteers, all of whom had studied Spanish in school, were vital in making the program run. Greg Braggin, Edward Liu, Joey McLaurin and Kunal Natsu helped children check out books and fill in their reading logs.

“The story time,” said McLaurin, “connects the kids, the books, and the library.” Brannin commented, “We’re taking the library out to the people, and they love it.”

Marti Krow-Lucal, an on-call librarian, said, “Sometimes families just can’t get to the library. They may not own a car, or they may not drive. We provide a valuable service for those families in the neighborhood.”

The story programs were on Tuesdays, from June 28 through August 9 and helped the children build their reading skills over summer vacation, but mostly it was good fun. Fun and learning — a winning combination!

# Research Your Family Tree With New Genealogy Databases

By Christine Duxtad

Discover a long lost ancestor or research your family tree using two new genealogy databases recently acquired by the library.

Ancestry Library Edition, available from within the library, includes over two billion names, drawing from such sources as the U.S. Federal Census (1850–1930), military records, immigration records and birth, marriage and death records. You can view the actual census document, hand-written by the census-taker and find out your ancestor’s occupation, how old they were, where they lived, and even who their neighbors were.

HeritageQuest Online is available from home, 24 hours a day. You will need your library card number to access this database. U.S. Census information is accessible from this database also, along with original images and map guides. Other features include the ability to search over

200 genealogical journals, access to a large genealogy and local history book collection and much more.

Even if you’re not a genealogy expert, you will enjoy using these databases. You can find out where your ancestors settled in the United States, what year they arrived, the name of the ship they traveled on and even at which port they disembarked. It is quite a thrill to see the name of your great grandfather on some of these records written in handwriting as it was actually recorded that day.

The databases can be viewed by going to the Library’s home page, [www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org) and clicking on Databases. A class will be held on Wednesday, September 21 from 2 – 4 p.m. to introduce you to the many features of these databases and will include a description of the contents, effective search techniques and the best methods for viewing and printing the documents. The class will meet in the Program Room.

# Book Sale Coming Soon!



**Saturday, October 8**  
10 a.m. – 4 p.m.

**Members Only Sale**  
Starts at 9 a.m.

**Bargain Hours:**  
\$4/bag from 2:30 – 4 p.m.

**Book sale will be held at**  
Raynor Center  
1500 Partridge Avenue  
Sunnyvale

Book lovers and bargain hunters alike converged on the Friends of the Library Book Sale in June 2005.

# Better Service

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search capabilities, uses up-to-date technology and is supported on an ongoing basis by its vendor. Innovative is fully equipped with Web-based features that give more search flexibility to library users and staff. You will be able to search the catalog, find the book you want and see the book jacket online to verify that it is indeed the correct book. You will also be able to read online reviews to help you decide among so many choices. A highlight of the search features of the new system is that with a single search you may opt to find information in our own Sunnyvale catalog, in the catalogs of neighboring libraries and in many other sources over the Internet, all at the same time.

As we introduce Sunnyvale’s new online library system, there may be moments of inconvenience for some who have become accustomed to the old system. While the new system is considered to be straightforward for people who are now familiar with

using the Web, to ensure a seamless transition through this change, Library staff and volunteers will be available to demonstrate use of the new catalog.

Change is inevitable in our daily lives and in our libraries. Library staff will do what we can to bring forward the best, most reliable and relevant services based on your input and Council priorities. As we examine the future of libraries and Sunnyvale’s place therein, we hope to blend the traditional with modern access services and techniques as suggested by participants in our recent visioning meeting. The details will be planned over a period of time. I will report on next steps from the visioning process in the coming months, as reports are delivered and direction is received from the City Council.

Please drop by and witness our most recent change. Try out our new catalog in the library or access it off site by visiting: [www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org).

# How Library Storytimes Are Changing to Meet Your Child’s Needs

By Betsy Wachter

If one looks at the programs offered by most public libraries today, one will frequently find a wide variety of storytimes for preschool children and their families. Some of the variations include lap-sit programs for infants and toddlers, stories with or without a related craft, programs for the whole family, for the child and caregiver, or for the children alone. For most public libraries, this range of programs is a recent innovation.

Historically, library services for children were targeted to older children because librarians assumed that their audience was children who already knew how to read. In the 1890s when story hours began, their purpose was to introduce new readers to the “best” books, in the hope that they would continue to read them on their own. It was not until the 1930s that picture book programs for 3 to 5-year-olds became a regular part of service to children. Through the ‘50s, ‘60s and ‘70s, children most commonly entered a separate story room without a caregiver because for many children this offered their first experience without Mom close at hand.

It was not until 1965 when the federal government began the Head Start program that the importance of parents and caregivers in early childhood development was again recognized. Librarians began to shift their emphasis from librarian-child centered programming to parent/caregiver-child centered programming, whose goal is to engage both young and old with books and language.

New technologies have greatly increased our understanding of infant

brain development. We now know that early literacy - learning the skills necessary for reading and writing before actually learning to read and write - begins at birth. Today most children’s librarians realize that their most important role in the development of early literacy in young children is modeling behaviors for parents and caregivers. With family member participation, the librarian can be an encouraging example of how to read, share stories, talk and sing with young children. Librarians can enhance language skills and listening experiences and inspire caregivers with ways to share art and dramatic play.

Programming for children and families at the Sunnyvale Public Library has followed this evolutionary pattern and has also responded to the needs of a changing community. Please check the enclosed calendar section to see what’s being offered in September and October for children at the Library.





# The Library’s Lifeline to the Community: Special Outreach Services

By Joan Jackson

The Sunnyvale Public Library continuously strives to make all programs and services accessible to everyone. One service in particular strives to meet the needs of Sunnyvale residents who cannot physically come to the library to select material for their specific needs. The library’s Special Outreach Services (SOS) program is designed to provide library material selection and delivery to readers who are homebound.

By the very nature of the program, a majority of participating patrons are senior residents of Sunnyvale. However, a few clients are adults with either temporary or permanent disabilities. The SOS service is indeed viewed by the Library as just that: a service to a segment of our community that relishes an opportunity to enjoy material that the library has to offer.

This focus as a positive, specialized service is shared by the entire library staff, and the volunteers and staff members directly involved with the SOS program in particular.

Once a year, a customer service survey is conducted, in which the SOS clients and Activity Directors involved in the SOS program are individually called. The response has been overwhelmingly positive, and the enthusiastic response of our SOS clients is a testimony to the importance of this type of library program for public libraries everywhere. To give you an idea of the importance of this program, here are a few interesting facts:

- From July 2004 through June 2005, 96.7% of SOS patrons and facility Activity Directors were very pleased with the quality of personalized service and material received through the program.

- The program has over 45 individual patrons, and six facilities that are served monthly.
- The SOS Coordinator has been contacted by family members of future and existing SOS clients from as far away as Washington, D.C. and Maine. Word-of-mouth about this program has led to a relatively small, yet steady influx of new participants.
- Feedback from clients and their family members is encouraged, and the staff and volunteers are always eager to, within reason, meet the respective library needs of SOS clients.
- Periodically, SOS clients and family members communicate with the SOS staff to personally thank them for enriching their lives through this program.
- Bob Balmanno, the program’s staff member who has been delivering SOS material for many years, has been a “welcome face”, as well as a patient “ear” to our homebound patrons.

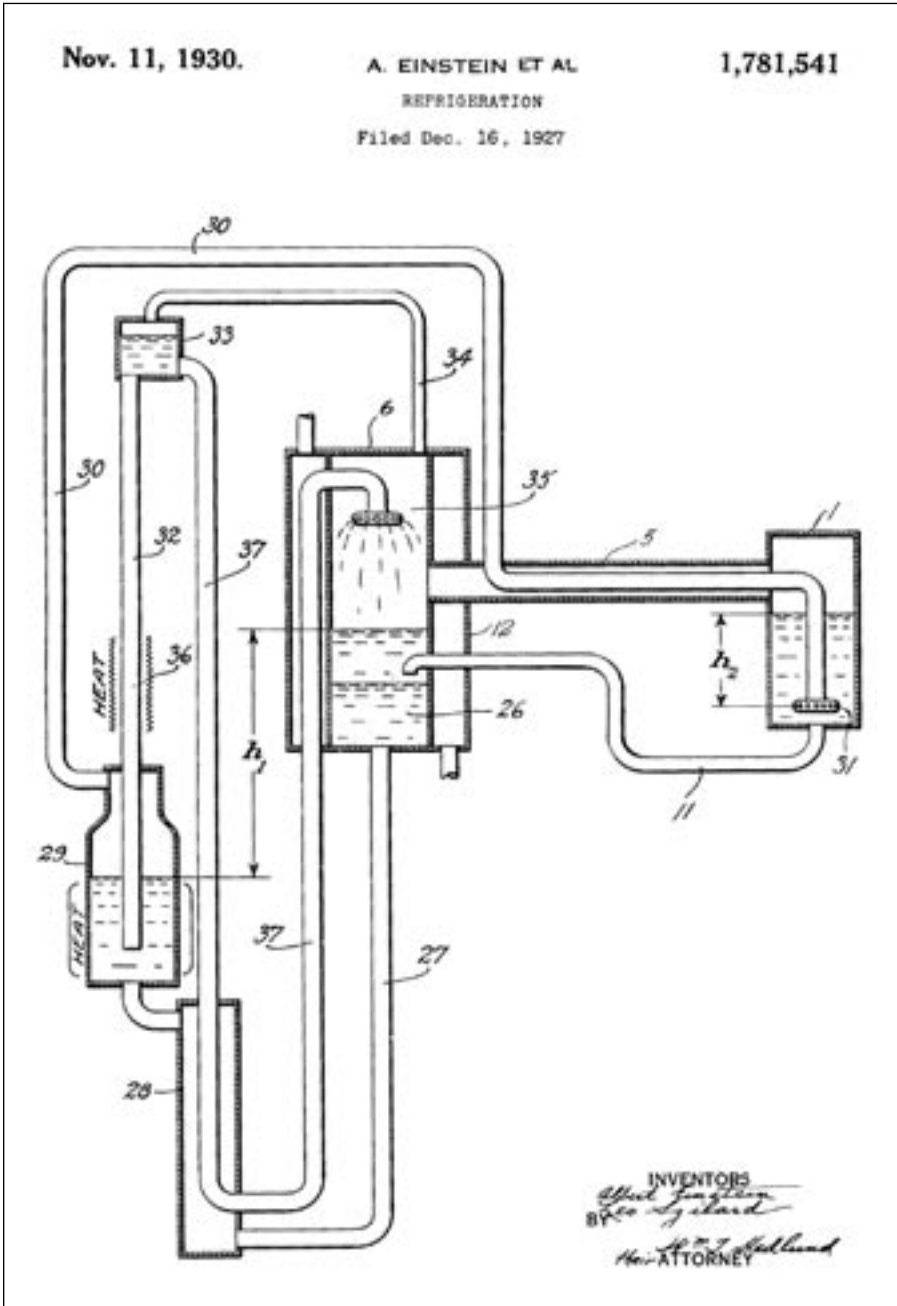
The SOS program reflects the current and future library needs of our society. The Sunnyvale Public Library continues to provide specialized, quality programs and services to address the multi-faceted needs of our city.

## Brain Freeze

By Janet Berkeley

Albert Einstein once said, “Put your hand on a hot stove for a minute, and it seems like an hour. Sit with a pretty girl for an hour, and it seems like a minute. THAT’S relativity.” Perhaps thoughts of hot stoves and pretty girls led Einstein and his colleague Leo Szilard to come up with their patent for refrigeration (US 1,781,541) granted in 1930, one of Einstein’s many patents filed in various countries.

Einstein worked at the Swiss patent office in Bern from 1902 to 1909. If he was alive and living in Sunnyvale today he may well be working at Sc[i]³ — a partnership between the City of Sunnyvale and the United States Patent and Trademark Office housed here in the Library. Our genius librarians at Sc[i]³ can help with your patent and trademark questions. For more information on Sc[i]³ services, visit our Web site at [www.sci3.com](http://www.sci3.com).



# What Are You Reading?

Sara Kempen

Fiction selector for the Sunnyvale Public Library



## What are you reading?

I am reading two books right now. One is *Haussmann or the Distinction* by Paul Lafarge which is a fictional tale of how Georges Eugene Haussmann redesigned Paris. The second is *Murder in the Museum* by Simon Brett, a classic English countryside mystery.

## How are you liking them?

I am enjoying them both very much. The first is a more serious literary novel and the second is very light. I like books with lots of atmosphere and that are not predictable.

## How do you decide what to read?

Since I am one of the fiction selectors for the library I read lots of reviews in trade journals such as *Publisher’s Weekly* and *Booklist*. I also find interesting books when I am working on featured lists for the library.

## What do you plan to read next?

I started reading *Master and Margarita* by Mikhail Bulgako and decided to put it aside for awhile. I’ll return to it after I finish the two novels I’m currently reading.

## What were your favorite books in the past year?

I have three favorites. One was *The Kite Runner* by Khaled Hosseini, followed by *The Shadow of the Wind* by Carlos Ruiz-Zafon and finally, *Jonathan Strange and Mr. Norrell* by Susanna Clarke.

## New Street Banners

This summer, you may have noticed new street banners (pictured below) hanging from the lamp posts along El Camino Real, Mathilda Avenue, and in the Library’s parking lot. The banners were created as part of the Library’s ongoing outreach efforts to inform the community about the Library and its services. The colorful, vibrant design and the ‘Where Dreams Live’ slogan was an attempt to reflect the diversity of the 2,500-3,000 Library visitors each day and the benefits people receive from using the Library. The banners will be kept up for a few months and then used again next year.



# Jim Griffith

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and I immediately loved reading. Then in the 6th or 7th grade, Proposition 13 closed my local library in Pleasanton. When the library reopened for only 2 or 3 days a week, I volunteered to do shelving there to help try to keep it open. In college, I worked in the Berkeley Public Library system, and I've volunteered at two other libraries as well.

## How long have you been a Board member?

Since July 2004. New Boards and Commission members begin their terms according to the City's fiscal

year calendar which runs from July 1 to June 30.

## What interested you about becoming a Board member?

I wanted to get more involved in City government, and one day, I visited Sunnyvale's home page to see if I could learn about ways to do that. There I read about the recruitment underway for vacancies on the City's boards. I saw that the role of the Board of Library Trustees is to advise the City Council on library-related issues, including the annual budget. I know first-hand what impact

reductions in the Library budget can have on young, eager learners, and I felt the Board would be a good way to make a contribution.

## What challenges are you facing as a Board member?

The biggest challenge for me is trying not to work in a vacuum. Getting feedback from the community is critical if we are to serve the public interests. I know the Board does good work, but I'm less confident that work is as aligned with the public interests as it could be. Without feedback from the public, it's difficult to know how to prioritize services.

## What kind of communication are you looking for with the community?

Because people are so busy these days, they have a tendency to make themselves heard only when there's an issue they strongly disagree with. Usually, they will go directly to the City Council, often only at the end of the decision-making process. But the Board maintains constant contact with the City Council, and we communicate with the Council at every stage. So if a patron wants to influence the direction of the Library, start by talking to the Board of Trustees.

People should remember that the Board focuses on policy — the long-term direction of the Library, and not the day-to-day operations. The Library already has a feedback system for operational issues (patrons can check out the feedback cards on display in the lobby), and I'd encourage patrons to take advantage of it.

## How can the community communicate with the Board?

I enjoy receiving e-mail about the Library. Sometimes I'm able to respond to the person with a different perspective to consider, and other times I'm learning myself, but the communications always matter. My e-mail address is [griffith@dweeb.org](mailto:griffith@dweeb.org). Also, the community is encouraged to attend our monthly meetings. And lastly, people can look for us at community events coming up soon such as annual Pancake Breakfast sponsored by the Department of Public Safety.

*Note: The 5-member Board of Library Trustees meets the first Monday of every month at 7 p.m. in the City Council Chambers at 650 W. Olive Ave. Community members are invited to attend.*

# Surfing the Web Just Got More Fun!

By Sara Kempen

The library's expert searching staff are pleased to offer two new programs this Fall. Both classes will provide tips and tricks on how to make the most out of your online searching experience. No sign-ups are necessary, and both will meet in the Program Room.

**Extreme Googling** will teach you to take advantage of the refinements of the popular search engine, Google. You'll learn how to improve search efficiency, getting more when there aren't enough results and more precision when the results are overwhelming. The class will include an hour presentation and an hour of practice. Wednesday, October 26, 2 – 4 p.m.

**Genealogy Databases** will instruct the novice genealogy detective on the uses of our newest additions to our database collection, *Ancestry Library Edition* and *HeritageQuest Online*. The course will include a description of the content of each, effective search techniques, and the best methods for viewing and printing documents. The class will last about an hour and a half and include demonstrations. Wednesday, September 21, 2 – 3:30 p.m.



# Einstein

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it. For students 6th grade and up and adults.

## Einstein Big and Small with Comedian/Physicist Norm Goldblatt Tuesday, October 18, 2005, 7 p.m.

A popular lecture exploring the very large and the very small. From Einstein's Earth-altering insights into the world of Nano to the world of Giga, scientists and laymen alike deal with numbers much smaller and much larger than can be comprehended directly. Norm Goldblatt will acquaint you with both these worlds, microscopic and cosmic, to bring an increasing awareness of the power of the human intellect and the success we have had in extending the range of our normal senses to the far regions of the physical universe.

## Book Discussion: A Short History of Nearly Everything by Bill Bryson Thursday, October 20, 2005, 7 p.m.

Bryson's book is a highly readable account of scientific knowledge. From atoms to the Earth to the universe, and the rise of civilizations, Bryson describes the seminal discoveries in nearly every branch of the sciences. "Bryson has made a career writing hilarious travelogues, and in many ways his latest is more of the same, except that this time Bryson hikes

through the world of science." — People Magazine

## Science Scavenger Hunt Sunday, October 23, 2005, 5 p.m.

We will meet together for pizza as the rules for the scavenger hunt are explained. Then teams of 2 or 3 will scour the library to answer questions about Einstein and his work. Prizes will be awarded to winning teams. For students in 5th grade and up. Parents are encouraged to team up with a child. Please sign up for this program either in-person in the Children's Room or by calling (408) 730-7292 beginning Monday, October 10.

## Non-Trivial Science: a Trivia Contest Thursday, October 27, 2005, 7 p.m.

Join our "Square Emcee," Janet Berkeley, for an evening of fun-filled science-related trivia. (Speed of) light snacks and (non-Nobel) prizes will be awarded to the winners. Since Einstein worked at the Swiss Patent Office, we will also be showing some amusing patents and some to make your hair stand on end!

Individuals or teams of high school age and up are welcome.

## Think Science-Do Science! Wednesday, November 2, 2005, 7 p.m.

High school physics students will guide you in performing amazing acts of science. For students 5th grade and up.

# Sc[i]<sup>3</sup> Advisory Board Meeting

## Wednesday, October 12 • 7 p.m.

The Sc[i]<sup>3</sup> Advisory Board is comprised of members of the public who advise staff on the operational issues relating to Sc[i]<sup>3</sup>, the Sunnyvale Center for Innovation, Invention, and Ideas, a partnership between the City of Sunnyvale and the U.S. Patent and Trademark Office. Staff welcome public participation.



## Sunnyvale Public Library

665 West Olive Avenue  
Sunnyvale, CA 94086

### Library Hours

Monday–Thursday	10am–9pm
Friday & Saturday	10am–6pm
Sunday	12pm–8pm

Book and media drops are located outside the Library for after-hours returns.

### Telephone Numbers

	Area Code
Borrowers' Records	(408) 730-7303
Children's & Teen Services	(408) 730-7292
Deaf Access: TDD/TYY	(408) 730-7501
Dial-A-Story (English)	(408) 730-7333
Dial-A-Story (Spanish)	(408) 737-4907
Information & Reference	(408) 730-7300
Library Cards	(408) 730-7310
Library Administration	(408) 730-7316
Overdue Materials	(408) 730-7309
Renewals	(408) 730-7310
Sc[i] <sup>3</sup> Patents & Trademarks	(408) 730-7300
Special Outreach Services	(408) 730-7306

### Library Web Site

[www.sunnyvalelibrary.org](http://www.sunnyvalelibrary.org)

Pursuant to the Americans with Disabilities Act, the City of Sunnyvale will make reasonable efforts to accommodate persons with disabilities. If you require special accommodation, please contact the library.